

ARIZONA CENTENNIAL COMMISSION

Monday, June 23, 2008

Karen Churchard

Director, Arizona Centennial Commission

ARIZONA CENTENNIAL

February 14, 2012

Commemoration to begin February 2011
and culminate with the 100th Statehood Day -
February 14, 2012

STRATEGIC PLAN OUTLINE

- Develop and implement events, celebrations, activities and projects most fitting and proper to honor the 100th anniversary of Arizona Statehood.
- Outline provides an initial road map for the planning and implementation of Arizona's Centennial.
- Outline will be updated, adjusted and revised based upon the Commission and subcommittee input, the status of funding, partners and program development.

STRATEGIC PLAN OUTLINE

The Outline is organized as follows:

- Mission, Vision and Values
- Strategic Objectives
- Program Recommendations
- Strategies for Objectives
- Guiding Principles
- Appendix A – Potential Programs

MISSION and VISION

MISSION

- Develop, support and implement a statewide plan to commemorate Arizona's Centennial, including public and private observances across the state, regionally and locally.

VISION

- The Arizona Centennial will inspire all Arizonans to appreciate our state's rich past, celebrate the present and, together, create a vibrant and sustainable future.

VALUES

- **Inclusiveness** – The Centennial will embrace all citizens for the vital contributions they've made to our state over the last 100 years and the critical role they must play in a successful future.
- **Empowerment** – The Centennial will motivate Arizonans throughout the state to remember the past, celebrate the present and imagine the future in ways that are unique and meaningful to their local communities.

VALUES

- **Sense of Pride** – The Centennial will encourage collaborations and partnerships among the public and private sectors and among communities to create myriad meaningful celebrations across the state.
- **Sense of Place** – The Centennial will encourage our citizens to experience the rich and diverse tapestry of Arizona's natural, cultural and social history that will guide us into a promising future.

VALUES

- **Stewardship** – The Centennial will encourage the preservation of Arizona’s social, cultural, economic and natural resources on which a sustainable future depends.
- **Legacy** – The Centennial will encourage projects and activities whose impact will endure into the future as a commemoration of the Centennial and life in Arizona as it was in 2012.

STRATEGIC OBJECTIVES

- The Commission will pursue five key objectives that reflect its mission, vision and values, and will develop implementation strategies for each that will drive program development and delivery.

STRATEGIC OBJECTIVES

1. Create/leverage opportunities to increase awareness and shared understanding of what it means to be an Arizonan.
2. Create/leverage opportunities for participation by as many Arizonans as possible in activities that serve to commemorate and promote learning about our history, heritage and diverse culture.

STRATEGIC OBJECTIVES

3. Deepen Arizona's approach to educating Arizonans about their state's diverse heritage, natural resources, people and cultures.
4. Leverage Arizona's Centennial as an opportunity to develop a sense of lasting legacy among Arizonans for future generations.
5. Establish funding opportunities to support major events at the state and local level.

PROGRAM RECOMMENDATIONS

Program will support one or more of the five key strategies

- Public and private partnerships.
- Produce newly created programs designed exclusively for Centennial.
- Endorse existing community events and capital projects that incorporate the Centennial into their program.

PRODUCED

- Commission provides leadership role
- Commission assumes responsibility for raising funds or creating revenue streams to support the project.
- Commission provides sponsorship opportunities and recognition for privately contributed dollars from individuals, corporations or foundations.

ENDORESED

- Commission determines the guidelines and approves project endorsement.
- Public or private partner creates and manages the project.
- Funding streams may be diverse; project may be eligible for grant funding.
- Project is eligible for marketing and public relations support from the Commission.

STRATEGIES FOR OBJECTIVES

AWARENESS

- Marketing and media plan
- Develop a brand position
- Determine strategies to support the entire Centennial Effort.

STRATEGIES FOR OBJECTIVES

PARTICIPATION

- Outreach strategy would enlist as many public and private partners in the Centennial
- Reach out to specified stakeholder groups.

STRATEGIES FOR OBJECTIVES

EDUCATION

- Focus on education for all ages related to history and heritage of Arizona.
- K-12 and higher-education curriculum will be the responsibility of the Arizona Historical Advisory Commission.
- Create lasting resources to educate future Arizonans about the importance of our state and why we should be proud to be Arizonans.

STRATEGIES FOR OBJECTIVES

LASTING LEGACY

- Define the intellectual underpinnings of the Centennial
- Focus on how Arizona was shaped by economic, social and political trends of the last Century.
- Encourage Centennial participants to answer the questions of “why” and “how” the impact of the Centennial will be long-lasting and will help define and sustain the progress of the state in the future.

STRATEGIES FOR OBJECTIVES

FUNDING

- Identify and prioritize potential funding streams, new and existing.
- Strategies for bringing them to fruition
 - private grants from corporations, individuals and foundations;
 - federal, state and local funding;
 - Centennial merchandising and licensing.

GUIDING PRINCIPLES

- Every city, town, county and tribal community will have participated in some way that reflects what is unique about themselves.
- The celebration and commemoration of the Centennial will reflect the diversity of Arizona's people, geography, cultural institutions and interests.
- New education curriculum materials will exist - across grades and curriculum - for use in Arizona schools.

GUIDING PRINCIPLES

- Through Legacy Project grants, historic knowledge across the state will be enhanced through the completion of various projects to collect, interpret and portray the history of communities across the state.
- The Commission will have raised sufficient funds to support Centennial activities from public, private and foundation sources, and from licensed merchandising of Centennial related items.

GUIDING PRINCIPLES

- An ongoing portal Web site on Arizona will exist as a comprehensive resource about Arizona, its history, its people, its economy and its future.
- Multiple media outlets in will have promoted the Centennial and its themes through reportorial initiatives.
- The marketing and paid media efforts of the Centennial marketing plan will have met its reach, penetration and awareness goals.

GUIDING PRINCIPLES

- Media messages and public recall about the Centennial will express the belief that Arizona's rich heritage is responsible for what makes us proud about Arizona today, and that it will contribute to a successful, dynamic and sustainable future for our state.

POTENTIAL PROGRAMS

PRODUCED

- Kickoff Gala
- Major Legacy Projects
- Centennial Scholars
- Team Centennial
- Children's Future Vision Project

POTENTIAL PROGRAMS

PRODUCED

- Traveling Exhibition
- Travel Arizona 100
- Arizona Passport/Certified Arizonan
- Arizona Centennial Treasures Program
- “100” themes

POTENTIAL PROGRAMS

PRODUCED

- Centennial Icon
- Centennial Grove
- Park Benches
- Adopt-A-Historical Marker
- General Merchandising

POTENTIAL PROGRAMS

PRODUCED

- Official Centennial Poster, Song
- U. S. Postal Centennial Stamp
- Arizona Centennial License Plate
- Centennial Mascots

POTENTIAL PROGRAMS

ENDORSED

- History Curriculum
- Countdown to the Centennial
- Legacy Projects
- Arizona State Fair

POTENTIAL PROGRAMS

ENDORSED

- County Fairs
- Local Community Festivals
- Commissioned Public Art
- Commemorative Performing Arts

TIMELINE FOR STRATEGIC PLAN

- Draft for review by Governor – Due November 1
- Adopted Strategic Plan – Opening of Legislative Session, January 2009

DISCUSSION

Arizona Centennial Celebration 1912-2012

Arizona Centennial Logo



Arizona Centennial Merchandise

